

# **MINUTES**

## **Springfield Economic Development Agency**

January 8, 2007 – 6:30 P.M.

Springfield City Hall – Jessie Maine Meeting Room

225 Fifth Street - Springfield

MEMBERS PRESENT: John Woodrow, Chair; Anne Ballew, Sid Leiken, Christine Lundberg, Joe Pishioneri, Dave Ralston, Faye Stewart, and Hilary Wylie.

MEMBERS ABSENT: Bill Dwyer

STAFF PRESENT: John Tamulonis, Courtney Griesel, Gino Grimaldi, Michael Harman, Joe Leahy

### **I. CALL TO ORDER**

Chairperson John Woodrow called the meeting of the Springfield Economic Development Agency (SEDA) to order at 8:40 p.m.

Minutes Recorder Daniel Lindstrom called the roll and stated that a quorum was present.

### **II. APPROVAL OF MINUTES**

*Director Faye Stewart moved, seconded by Director Sid Leiken, to accept the minutes of the November 27, 2006, meeting. The motion was adopted unanimously, 8:0.*

### **III. COMMUNICATIONS**

#### **A. Business from Audience**

Dave Carvo, 4010 East 16<sup>th</sup> Avenue, Eugene, reported that citizen participation committee meetings sponsored by the Oregon Department of Transportation (OTD) regarding the new Interstate 5 Bridge over the Willamette River had begun. He said it had been estimated that construction of the project would be completed in 2012.

#### **B. Correspondence**

None.

#### **C. Business from Staff**

John Tamulonis reported that Courtney Griesel had been hired as half-time staff for SEDA work. He said she had previously served as University of Oregon intern for the agency.

Mr. Tamulonis reported that the Glenwood Renewal Advisory Committee (GRAC) would meet on January 9. He said the Agenda would include consideration of the announcement of new member appointments, outreach for the newly established Glenwood Residential Improvement Program, the 14<sup>th</sup> Street Bike Path, and other minor items.

Mr. Tamulonis reported that Glenwood Society for Livable Communities, a committee made up of area residents, had been formed and would be considered for official recognition at a later date.

Mr. Tamulonis reported that SEDA staff had made presentations regarding Glenwood redevelopment activity at meetings of seven interested groups and organizations in the last month.

#### **IV. REPORT OF THE CHAIR**

None.

#### **V. REPORTS OF COMMITTEES**

None.

#### **VI. OLD BUSINESS**

None.

#### **VII. NEW BUSINESS**

##### **A. Election of Officers**

Mr. Tamulonis referred to Agenda item support material regarding election of SEDA officers. He said Mr. Woodrow was Acting Chair, on the resignation of Tammy Fitch and her replacement by Hillary Wylie. He explained that those elected would serve through the first meeting of 2008.

***Director Dave Ralston moved, seconded by Director Christine Lundberg, to elect John Woodrow as SEDA Chair for 2007.***

Chairperson Woodrow determined there were no further nominations.

***The motion was adopted unanimously, 7:0:1, with Chairperson Woodrow abstaining from voting.***

***Director Lundberg moved, seconded by Director Anne Ballew, to elect Joe Pishioneri as SEDA Vice Chair for 2007.***

Chairperson Woodrow determined there were no further nominations.

***The motion was adopted unanimously, 7:0:1, with Director Pishioneri abstaining from voting.***

***Director Pishioneri moved, to elect Christine Lundberg as SEDA Secretary for 2007.***

Chairperson Woodrow determined there were no further nominations.

***The motion was adopted unanimously, 7:0:1, with Director Lundberg abstaining from voting.***

## **B. Appointments to Glenwood Renewal Advisory Committee**

Mr. Tamulonis referred to Agenda item support material regarding appointments to the GRAC. He explained that Position #5 was proposed by the Glenwood Water District Board of Directors and needed to be approved. He said only one application had been submitted for Position #8, representing a retail business inside Springfield, and for Position #9, representing industrial business inside Springfield. He said each of the applicants were completing terms and would be re-appointed.

***Director Ballew moved, seconded by Director Ralston, to reappoint Randall Hledik to Position #9 on the Glenwood Renewal Advisory Committee, for a two-year term beginning January 1, 2007. The motion was adopted unanimously, 8:0.***

***Director Ballew moved, seconded by Director Ralston, to reappoint David Seaver to Position #8 on the Glenwood Renewal Advisory Committee, for a two-year term beginning January 1, 2007. The motion was adopted unanimously, 8:0.***

***Director Ballew moved, seconded by Director Ralston, to reappoint David Carvo to Position #5 on the Glenwood Renewal Advisory Committee, for a two-year term beginning January 1, 2007. The motion was adopted unanimously, 8:0.***

## **C. American Institute of Architects Request**

Mr. Tamulonis referred to Agenda item support material regarding a request from the Southwestern Oregon Chapter of the American Institute of Architects (AIA) for matching funds for a grant it had received to conduct a Urban Riverfront Corridor Study. He said the project would be a major activity and produce a comprehensive urban design analysis for the landscape, neighborhoods, and adjacent riverfront areas along Franklin Boulevard from the new federal courthouse in Eugene, through the Glenwood area and the bridge entrance to the downtown of Springfield.

Artemio Paz stated that he represented the local AIA chapter and provided background about the national AIA Blueprint for America program from which its grant had been received. He said the purpose of the project was to improve the livability of the area included in the project, emphasizing features of safety, health, and sustainability. He explained that it would include a series of forums and charrettes bringing together civic leaders and interested citizens to shape a vision for its future. He said the Franklin Urban Riverfront Corridor Study was the only project funded in the state of Oregon.

Mr. Paz said the study would be the first comprehensive urban design analysis of the main linkage between Eugene and Springfield and their shared riverfront. He noted that the description of the project recognized that limited "piece-meal" studies that had been conducted which were focused on commercial real estate development and corresponding zoning issues. He emphasized the value of the partnership of the University of Oregon in the project. He said the grant matching funds being requested from SEDA and the City of Eugene would enable publication of the findings of the study.

Eric Gunderson stated that he also represented the Southwestern Oregon AIA Chapter. He distributed copies of *AIA Architecture*, published by the chapter containing information about the project, and a document entitled "Bridging Communities: Franklin Corridor Study 2007 – It's All Here." He reviewed plans for workshops to be included. He emphasized the comprehensive nature and significance of public involvement in it.

Director Ballew said she was concerned that Franklin Boulevard being a State Highway could create insurmountable problems for the study and that she did not support

seeking its transfer to local ownership. She said she also questioned the value of the project for Springfield and SEDA because it was similar to previous and recently initiated studies of the Glenwood area.

Mr. Paz stated that the study area of the project was the “front door” of Springfield and included a corridor across the entire breadth of Glenwood. He said it would involve Glenwood residents in discussions about improving the area, especially the riverfront.

Director Pishioneri said he shared the concern of Director Ballew about the value of the study. He suggested that the APEX Investment Group be contacted about participation in the project. He said he believed requesting half the matching funds needed from SEDA was not proportionate the size of Glenwood in the area to be covered.

Director Ralston asked if the end-product of the study would have a practical use. Mr. Paz replied that the study was more than an “educational exercise” and would be embedded in the community. He said administrative staffs of Eugene, Springfield, and University of Oregon supported the project, as did the Mayor of Eugene and Lane Transit District (LTD). He said outcomes of the study would include recommendations for streetscape designs and setback studies. He said it was not intended to develop uniform standards for the entire corridor, but be based on conversations with interested design professionals and citizens regarding each subsection. He said its main value would be to provide a comprehensive view of the entire study area.

Director Ralston said he believed an important element of the project should be the interface of the corridor with commuters and sharing of the results with the public and affected groups. Mr. Gunderson replied that important partnerships were being established with ODOT, LTD, University of Oregon, and hopefully SEDA. Mr. Paz added that an important outreach would be to property owners in the area.

Director Leiken said he believed development of the SEDA working agreement with APEX should be completed before any commitment was made to the Franklin Urban Riverfront Corridor Study because it was important not to imply that a conflict of interest could be involved. He said his primary responsibility was to represent the interests of Springfield and SEDA and that he believed Eugene should be making a more proportionate contribution to the project.

Mr. Paz reported that Walter-Macy Landscape Architects involved in the APEX Glenwood Redevelopment Project had endorsed the Franklin Urban Riverfront Corridor Study. Director Leiken replied that since SEDA had not yet endorsed the project, it was prudent for it to focus on that to which it was already committed. He suggested that it would be appropriate to seek collaboration on the project by APEX.

Director Wylie said she understood the importance of the comprehensiveness of the Franklin Urban Riverfront Corridor Study, but that she believed SEDA needed to focus its efforts on what was already “on its plate.” She suggested there would be value in “keeping an eye” on the project and being open to the value it produced.

Mr. Tamulonis reported that he had received an e-mail expressing interest in the Franklin Urban Riverfront Corridor Study from Daniel Ingram, Chief Development Officer of Apex/Willamette Investment Group. Director Leiken requested that copies be provided to SEDA members.

Director Lundberg said she appreciated the intention and effort involved in the Franklin Urban Riverfront Corridor Study, but that she believed SEDA needed to focus its efforts on how to tie Glenwood redevelopment to Springfield. She said concerns raised about difficulties caused by Franklin Boulevard being a state highway were important,

as were issues involved in development of the Interstate 5 bridge across the Willamette River. She said her concerns were heightened by philosophical/quality differences in LTD Bus Rapid Transportation installations in Eugene and Springfield.

Director Leiken said he wanted to reiterate that he would be more comfortable with proposals to endorse or support the Franklin Urban Riverfront Corridor Study when the redevelopment contract with APEX was in place.

***Director Leiken moved, seconded by Director Ralston, to table consideration of the request to provide matching funds for a grant received by the Southwestern Oregon Chapter of the American Institute of Architects to conduct a Franklin Urban Riverfront Corridor Study until further information could be provided.***

Director Faye Stewart asked if such a postponement would negatively affect the planned implementation of the Study. Mr. Paz replied that the Study would not be affected and that a delay would enable him to provide further details in response to questions of directors and to approach APEX for possible support.

Director Stewart said he believed the Study was an important opportunity and that SEDA should oppose it only if APEX did not endorse it. He said it was a good opportunity to hear valuable professional advice and input from the public. He said he believed it would be a mistake not to participate.

Director Pishioneri said he agreed with Director Stewart.

Mr. Tamulonis said the motion to table an item, not to postpone consideration of it, meant it could be reconsidered at any time. He said he would seek to provide additional information by the next SEDA meeting.

***The motion was adopted unanimously, 8:0.***

#### **D. Update of Glenwood Market and Feasibility Studies**

Mr. Tamulonis referred to Agenda item support material regarding a proposal to fund updating of existing Glenwood Riverfront area market and feasibility studies by Leland Consulting Group. He said previous studies completed in 2001 had a limited "shelf life" and that APEX had requested that SEDA fund the proposal. He noted that such an update had been previously agreed to be an important incentive to attract redevelopment. He said industrial, commercial, and residential considerations had changed significantly since the original studies and that he recommended approving the proposal.

Director Ballew said she agreed that updating of the studies was overdue, but asked if it was appropriate for APEX to ask SEDA to fund the proposal. Mr. Tamulonis replied that if APEX were to conduct the studies, SEDA would not be privy to information they developed. He said the data would be applicable to other Glenwood areas and be a means of attracting additional redevelopment proposals.

Director Ralston said it appeared APEX had already independently done studies of the feasibility of their proposed redevelopment project. He asked if there was a possibility that APEX would not go forward with its proposed project. Mr. Tamulonis replied that a Memorandum of Understanding (MOU) with APEX had not yet been finalized. He said he was unable to guess if APEX would consider SEDA funding the proposal to be an "honest effort" encouraging their agreeing to the MOU.

Director Ballew said it was her understanding that the Leland Consulting Group was a subsidiary of APEX and that its studies could be considered their property.

Director Pishioneri said he believed that if SEDA paid for the studies, they would be owned by SEDA. He said he considered funding the studies to be an investment in the redevelopment of Glenwood and should be done.

Director Ralston said he agreed with Director Pishioneri.

Director Ballew said she would like to consider splitting the cost of funding the studies between SEDA and APEX since they would benefit both.

Director Leiken said he believed SEDA should fund the studies, but that consideration should be given to possible *quid pro quo* opportunities for APEX.

Director Lundberg said she believed the studies were a natural next step in the redevelopment of Glenwood and would need to be done even without the involvement of the APEX proposal. She said she was interested in the possibility of a *quid pro quo* response from APEX.

Director Stewart said he had heard APEX representatives express the need for updated market studies before it made a final decision to go forward with its redevelopment proposal. He suggested that SEDA funding of the proposed studies was a "good faith" gesture and that he did not believe SEDA was in a position to request that APEX share the cost.

***Director Pishioneri moved, seconded by Director Leiken, to request that the City of Springfield contract with Leland Consulting Group for market and feasibility studies of properties in the Glenwood Riverfront area; and to provide for SEDA reimbursement to the City for the proposed services.***

Legal Counsel Joe Leahy stated that SEDA did not have contracting policies in place and the motion would facilitate establishing the needed legal arrangements for the studies. He said he had received assurances from other Civil Attorneys that the arrangement was appropriate and efficacious. He said if the motion was adopted, an agreement for its implementation would be presented at the next SEDA meeting.

***The motion was adopted unanimously, 8:0.***

#### **E. Outside Legal Counsel**

Mr. Leahy referred to Agenda item support material regarding a proposal to engage Preston Gates & Ellis, LLP as additional legal counsel for matters related to developing SEDA agreements with APEX, determined to be the preferred developer for the Glenwood Riverfront area. He explained how the proposed arrangement with Timothy Sercombe of the Portland law firm would be cost effective and said he was well experienced in the both the type of negotiations that would be involved and the Glenwood area. He said the proposed arrangement would also avoid any possibility of conflict of interest with his responsibilities as Springfield City Attorney.

Director Leiken said he concurred with the recommendation of Mr. Leahy, as he was familiar with both the firm and attorney proposed. He said it was logical to have a contact with APEX located in Portland.

Director Ballew asked how the proposed contract would be prepared. Mr. Leahy explained that the City of Springfield would draw up its provisions and bill SEDA for expenses involved.

***Director Leiken moved, seconded by Director Pishioneri, to approve establishing an engagement agreement with Preston Gates & Ellis, LLP, as additional legal counsel for advice related to the development of SEDA agreements with the preferred developer for the Glenwood Riverfront area. The motion was adopted unanimously, 8:0.***

#### **VIII. PUBLIC HEARING**

None.

The meeting adjourned at 8:00 p.m.

*(Recorded by Daniel Lindstrom)*

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Christine Lundberg  
Secretary